HATTELAND®
DISPLAY

CORPORATE IDENTITY MANUAL

Proper Use and Handling of the Hatteland Display Corporate Identity

Corporate Identity Manual	
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Please visit www.hatteland-display.com for the latest electronic version of this manual.

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www.hatteland-display.com/pdf/misc/doc100703-1_permission_to_create_user_manuals.pdf

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The copyright notice appearing above is included to provide statutory protection in the event of unauthorized or unintentional public disclosure.

All other product names or trademarks are properties of their respective owners !

Note:
This manual refers to HATTELAND® brand logo (used with permission). The HATTELAND® brand logo is a registered trademark and property of the Jakob Hatteland Group, Norway (visit http://hatteland.com/en/aboutus).

The HATTELAND DISPLAY® and GLASS DISPLAY CONTROL™ logos are registered trademarks and properties of Hatteland Display AS, Norway (visit http://www.hatteland-display.com/corporate_company_profile.php).

Historic reference online (regarding limited usage, legal ownership and transistion change for the HATTELAND® brand logo):
http://www.hatteland-display.com/mail/mailid227.html
http://www.hatteland-display.com/mails/42_2008_pr.html
http://www.hatteland-display.com/mails/37_2010_ecn.html
http://www.hatteland-display.com/mails/39_2009_07_nlx.html
http://www.hatteland-display.com/corporate_trademark_certificates.php

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1. Introduction

In the past several years, the Hatteland Display corporation has grown, both in sales and number of personnel. It has become necessary to create this guide for the proper use of the Hatteland Display company logos.

Effective communication is a vital tool for today's increasingly competitive and rapidly changing business environment. Our success depends in large part on how we are perceived by shareholders, employees, customers, suppliers, competitors and the investment community. Our visual image greatly influences this perception.

This guide has been designed to cover most instances where the logos will be used. Before using any Hatteland Display logo, you must submit your request complete with details and/or a composition of how and where the logo will be used, to the Marketing Manager at Nedre Vats for approval. If you require further clarification, contact Marketing Division in Nedre Vats, Norway.

The design and layout of this guide can also be used as a reference on a general document layout, as this guide features many of the key elements of design and company profiling established and explained.

2. The Hatteland Display profile - key elements

- Logos
- Typography/fonts
- Colors
- Background: The Hatteland Display background, basis for printed and online collateral
- Core values: "QUALITY - KNOWLEDGE - VALUE"
- Lay out key elements (Headers, Red lines, bullet points)
- Trademarks

Some of the most frequent used communication vehicles:

- Online/web based communication
- Presentations
- Advertisements
- Stationeries (business cards, corporate name tags, etc)

3. The Hatteland Display logo's

HATTELAND®
DISPLAY

The HATTELAND DISPLAY® company logo is our main branding element and appears either alone, or in combination with our other sub logos illustrated below including allowed variations of it. **Please note that the HATTELAND® brand logo have more strict rules of use!**

The HATTELAND® brand logo:

HATTELAND®

This logo as stand-alone are ONLY allowed to be used when it is in direct physical contact with an Hatteland Display product. This may include stickers, serial labels, front labels or embedded into the outer chassis design. No other use is allowed.

Use of this logo as stand-alone on web, electronic, paper and other external marketing materials is forbidden.

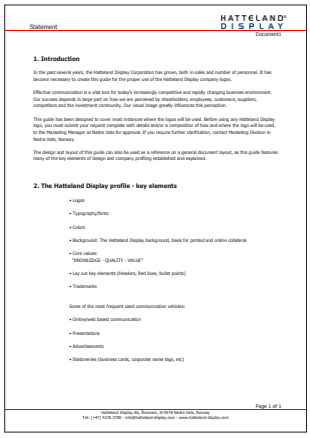
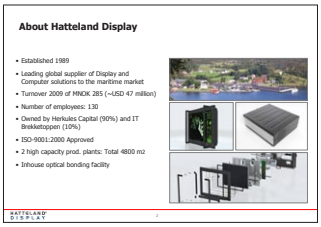
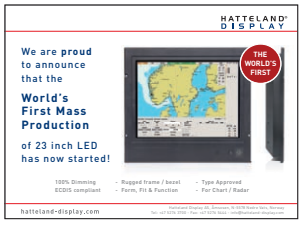
The 'www.hatteland-display.com' web site logo:
www.hatteland-display.com

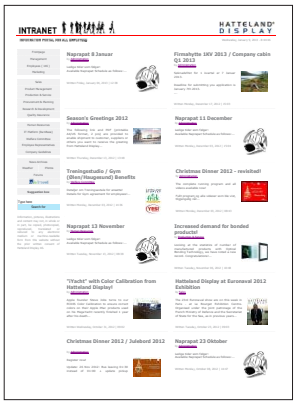
The company value's statements:
Quality - Knowledge - Value

Technology Logo, Glass Display Control™ (GDC):
GLASS DISPLAY CONTROL™

(Used in conjunction with Series X product range)

Examples of documents with logo's and profiling:

Letters / Spreadsheets	Presentations	Advertisements	Brochures
			

Product Notifications	External Web site	Intranet / Internal News	Press Releases
			

4. Logo Specifications and Usage

The HATTELAND DISPLAY® Logo, "Company Values Statements", GLASS DISPLAY CONTROL™ and "Web Logo" can be used as-is stand alone for all kinds of marketing material, giveaways, clothing and outfits etc. One logo is not dependent on any of the others, but can be used together if needed.

NOTE: Any usage of the logos shall be approved by Marketing and/or President/CEO. When using our logos, please be sure to adhere to the following guidelines:

1. The color of the main logotype must be "BLACK" + "MARITIME BLUE" (PMS281) or single "BLACK" or "WHITE" on dark background (negative). For the value statements and web site logo, the color preferred is gray, but not limited to. The main rule is that the logo colors should not interfere with the material and result in a loss of clarity for logo visibility and adhere to the defined company colors (as close as possible). Portraying the logo in any other color than described in this manual has to be verified and approved by Marketing and/or President/CEO.

Two colored logo (Black + PMS281)	Black Only	White Only
HATTELAND® DISPLAY This version is suitable for material that are in white or bright colors. It is the preferred version to use in all cases.	HATTELAND® DISPLAY This version is suitable for material that are in white or bright colors or consists of an material like cloth or other texture/ structured based elements that could possibly interfere with the clarity of the logo. Note: Choosing a black logo will also keep the production cost down while printing and make the logo less disturbing.	HATTELAND® DISPLAY This version is suitable for material that are in black or darker colors where the other versions are not possible to use. Note: Choosing a white logo will also keep the production cost down while printing and make the logo less disturbing.
Single Color	**Single Color**	**Single Color (PMS281)**
www.hatteland-display.com Logo can appear in White, Gray and black based color on the material its placed on. Preferred color is GRAY.	Quality - Knowledge - Value Logo can appear in White, Gray and black color based on the material its placed on. Preferred color is GRAY.	GLASS DISPLAY CONTROL™ Logo can appear in MARITIME BLUE or Black or White, based on the material its placed on. Preferred color is MARITIME BLUE.

In usage on all corporate stationery and signage, the logo always appears in one of the selected color-options.

2. The logo cannot be enclosed inside any shape or object, stretched, distorted or applied with effects in any way. When scaling the logo to fit documents or material, always respect "scale to aspect ratio". See appendix for examples.

3. When other guidelines apply, please be sure to follow those guidelines.

4. When requesting the Hatteland Display logo to use on the web based systems, please give Marketing at Hatteland Display the pixel size you need. We will supply the Hatteland Display logo at that size and appropriate format. Please do not resize the logo in any way as some software will produce bad quality or scaling artifacts will be introduced. Afterwards the useage of the logo and placement must be approved by Marketing or President/CEO.

5. All logo approvals are for a one-time usage. Each time you need to use the Hatteland Display logo, approval must be received from Marketing or President/CEO for that particular project.

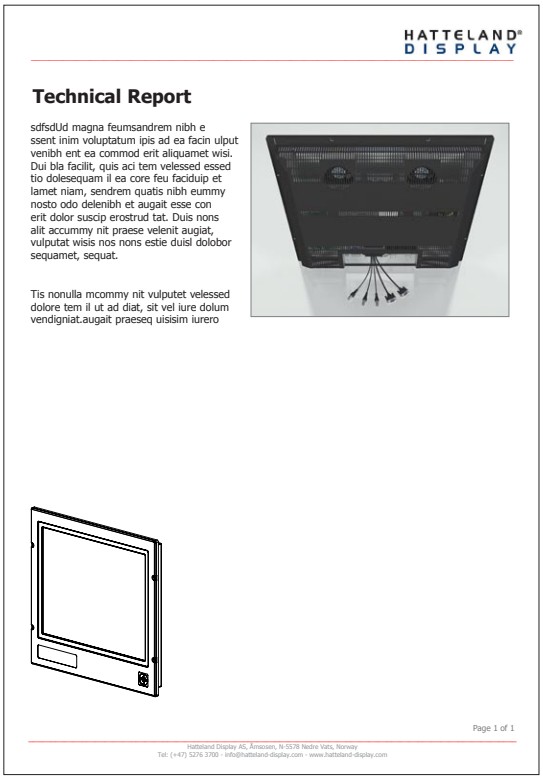
6. Final approval of all usage of the logo must be obtained from Hatteland Display, Marketing or President/CEO before the logo can be printed or used in any way. Please email or fax a copy of your layout to the marketing for approval prior going to press.

7. Final approval of internal usage of the logo's printed on giveaway's, clothing and specific company marketing items has to be approved by the President/CEO.

Continues on next page...

8. Spacing requirements

- Minimum space between all four sides of the logo and adjacent typography or other design elements (including photography) should be at least the height away from the logo. See appendix for an incorrect example.



9. Unacceptable usage

Do not tint or re-color the logos. This causes also different strength of colors.
Do not add shadow or "enhance" the logo.
Do not alter the position(s), re-scale or re-work of any of the logo elements.
Do not place the logo on an angle except for exceptional display purposes allowed and quality approved by Hatteland Display, Marketing.

See appendix for examples.

5. Typography

Shown here is the correct way of stating our company name, trademarks, product terms and slogans when using only written words (i.e. no logo or graphics use). This should be followed thoroughly and kept consistent in all written literature released from or about Hatteland Display.

COMPANY TEXT : Allowed company name text variations:
Main Office - "Hatteland Display AS"
- "Hatteland Display"
- "Hatteland Display (HD)"

Sales Office - "Hatteland Display Inc", "Hatteland Display SAS", "Hatteland Display GmbH"

NAME REGULATIONS : **IMPORTANT**
Use of "HD" as a reference to company without using company name first, like; "Hatteland Display (HD)" is not allowed. The company **shall not be referred** to as "HATTELAND", "Hatteland" or "Hatteland's" as a reference to the Brand Logo or as a abbreviation of the complete company name. Note that the use of "HD" is only allowed as prefix in type numbers and written in company related text, e-mails, internet, intranet, press releases and similar publications. See http://www.hatteland-display.com/mails/15_2011_pr.html for example use.

BRAND LOGO TEXT : "HATTELAND®" - **Note: Restrictions of usage exists, please review chapter 3. This shall never be used or written as shown, expect for the use in this manual.**

WEBSITE/email TEXT : "www.hatteland-display.com" / "firstname.middlename.surname@hatteland-display.com" (always in lowercase and underline + blue color allowed since its automatic)

Core Value : "Quality - Knowledge - Value" or "Quality, Knowledge and Value"

Product Related Examples : "Glass Display Control™"
: "Maritime Multi Display (MMD)"
: "Maritime Multi Computer (MMC)"
: "Panel Computer"
: "Compact Computer"
: "Rackmount Computer"
: "Optical Bonding Technology"
: "Sunlight Readable / High Bright"
: "LED Backlight Technology"

5.1 Corporate Signature

The corporate formatting on stationeries (documents, letters, presentations etc) should be set and formatted as follows:

Hatteland Display AS, Åmsosen, N-5578 Nedre Vats, Norway
Tel: (+47) 4814 2200 - mail@hatteland-display.com - www.hatteland-display.com

POSITION : Centered and appear between our logo and web site logo (if possible) at bottom of media.
FONT NAME : Tahoma
FONT STYLES : Regular
FONT SIZE : Only 6pt
FONT COLOR : "BLACK"
LETTER-SPACING : 0pt

5.2 Web Signature:

The corporate formatting on web sites and web software based systems should be set and formatted as follows:

Hatteland Display AS, Åmsosen, N-5578 Nedre Vats, Norway
mail@hatteland-display.com - Copyright © 2011 Hatteland Display AS

POSITION	**:** Centered and appear between our logo and web site logo (if possible) at bottom of media.
FONT NAME	**:** Verdana
FONT STYLES	**:** Regular
FONT SIZE	**:** Only 7pt
FONT COLOR	**:** "BLACK"
LETTER-SPACING	**:** 0pt

5.3 E-mail Signature:

The corporate formatting on email constructed in Microsoft Outlook (2003, 2007, 2010) should ONLY be set and formatted with the "Hatteland Display Outlook Signature Creator Software" - which automatically produces an email signature for new emails, reply signature and the overall stationary theme. It uses text based appearance only (no images, or links used), which makes it a highly versatile signature that will appear similar on many software solutions and hardware devices at the receivers end.

The Verdana font is normally not part of the Hatteland Display font family set, but due to appearance in Outlook this font was proven to be most suitable for the eye to read, along with the Arial font chosen as main message font.

As HTML/Rich Text format:

Kind Regards

Firstname Middlename Surname, Title
Hatteland Display AS

Phone : +xx xxxx xxxx
Fax : +xx xxxx xxxx
firstname.middlename.lastname@hatteland-display.com

www.hatteland-display.com - mail@hatteland-display.com

Before printing this page please think about your Responsibility to the Environment

Disclaimer: This email and any attachments may contain confidential and/or privileged material; it is for the intended addressee(s) only. If you are not a named addressee you must not use, retain or disclose such information. Hatteland Display AS cannot guarantee that the e-mail or attachments are free from viruses. The views expressed in this e-mail are those of the originator and do not necessarily represent the views of Hatteland Display AS. Nothing in this e-mail shall bind Hatteland Display AS in any contract or obligation.

As Plain Text format:

```
Kind Regards

Firstname Lastname, Title
Hatteland Display AS

Phone      : +xx xxxx xxxx
Fax        : +xx xxxx xxxx
firstname.lastname@hatteland-display.com
_____________________________________________________________________
www.hatteland-display.com - mail@hatteland-display.com

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If you are not a named addressee you must not use, retain or disclose such information. Hatteland Display AS cannot guarantee
that the e-mail or attachments are free from viruses. The views expressed in this e-mail are those of the originator and do not necessarily
represent the views of Hatteland Display AS. Nothing in this e-mail shall bind Hatteland Display AS in any contract or obligation.
```

5.4 Fonts

The fonts chosen are based on its appearance, readability and its availability when used on a regular non-marketing configured computer which allows the material to be highly exportable and visible as intended on other software systems or electronic presentation devices. However, some fonts are not by operating system default installed on a clients system and these fonts should be first installed and used ONLY by personnel capable of producing PDF files or high quality imagery in such file formats as; TIF, EPS, PSD and Higher Quality compressed JPEG files.

5.4.1 HANDEL GOTHIC BT

This font is the main recognition font used for our company and brand logo. It is portrayed in uppercase only. It should never be used for anything else than to construct the logo's.

FONT NAME : Handel Gothic BT
FONT STYLES : Regular
FILE NAME : "Handel Gothic.ttf" TrueType
FONT AVAILABILITY : Must be manually installed on the client's computer. Available from Hatteland Display, Marketing.
FONT APPEARANCE : No limit on size. Never as italics, underlined or outlined etc.
FONT COLOR : "BLACK" and "MARITIME BLUE" or just "BLACK"
LETTER-SPACING : Minimum 10% of the value and up (see note below for values)
Based on the space allowed, but impacts on surrounding elements and the overall design need.

: Software have differential values, but here are some common ones.
: Adobe Illustrator = 288
: Adobe Indesign = 310
: Adobe Photoshop = 295
: Microsoft Office = 8.5pt

EXAMPLE
EXAMPLE

5.4.2 DINOT

This font is used for headers, titles and other larger text elements on marketing material such as official and commercial brochures, leaflets, invitations, special offer campaign and on material that are clearly designed to communicate to the viewer with the message presented in small short sentences, preferably consisting of one, or two words as a general rule.

FONT NAME : DINOT
FONT STYLES : Light, Regular, Medium, Bold and Black (used appropriate depending on scale of design)
FILE NAME : "DINOT-Regular.otf, DINOT-Bold.otf, DINOT-Medium.otf" OpenType
FONT AVAILABILITY : Must be manually installed on the client's computer. Available from Hatteland Display, Marketing.
FONT APPEARANCE : All sizes allowed. Uppercase/lowercase allowed. Italics, underlined or outline not allowed.
FONT COLOR : "WHITE", "GRAY" and "BLACK" allowed.
LETTER-SPACING : 0-100pt depending on design needs.

EXAMPLE example **EXAMPLE**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
MARITIME LINE - Displays and Computers

5.4.3 TAHOMA

This font is used for "bread-text" elements on marketing material, smaller reports, letters, smaller documents and short text elements & headers in powerpoint/electronic presentations where the material is not intended to read over an extended length of time.

FONT NAME	**:** Tahoma
FONT STYLES	**:** Regular, bold, italics, underline or combination of these allowed.
FILE NAME	**:** "Tahoma.ttf" TrueType
FONT AVAILABILITY	**:** Common font installed by default on the client's computer.
FONT APPEARANCE	**:** All sizes allowed. Uppercase/lowercase+mix allowed.
FONT COLOR	**:** "BLACK", "MARITIME BLUE" and "GRAY" allowed.
LETTER-SPACING	**:** 0pt only

EXAMPLE example

EXAMPLE *example* EXAMPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

5.4.4 ARIAL

This font is used for longer written documents like user manuals, as it has a appearance that tend to be easier to read over longer periods of time. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance.

FONT NAME	**:** Arial
FONT STYLES	**:** Regular, bold, italics, underline or combination of these allowed.
FILE NAME	**:** "Arial.ttf" TrueType
FONT AVAILABILITY	**:** Common font installed by default on the client's computer.
FONT APPEARANCE	**:** All sizes allowed. Uppercase/lowercase+mix allowed.
FONT COLOR	**:** "BLACK" or "RED" allowed.
LETTER-SPACING	**:** 0pt only

EXAMPLE *example* EXAMPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

5.5 Color Palette of Hatteland Display

Hatteland Display has a set of colors that are recognizable on all of its internal and external released material. Throughout this document we have referred to colors as such; "BLACK", "RED" etc. In the table below are all the correct color values for RGB, CMYK, PMS, RAL/NCS, WEB where applicable.

It is important that these exact colors are used. New colors cannot be introduced without the introduction from Marketing or by approval by Marketing for one-time events. In general we can only allow variable shades of the color "GRAY" used for text or as background colors in tables without approval.

The color palette currently used in all material approved by Hatteland Display, Marketing. For values, see next page.

MARITIME BLUE	BLACK	WHITE	GRAY	RED	GRAY GREEN	SKY BLUE

MARITIME BLUE:
This can be used on headers or as solid colored background for small boxes or elements no more than 10% in solid coverage of the overall design layout. It is the color for the Corporate and Maritime Market designs.

BLACK:
This should be used on text, headers or as background for small boxes or elements no more than 4% in solid coverage of the overall design layout.

WHITE:
This should be used as the initial background for all design layouts and in many cases 5-100% coverage of the overall design is allowed. It should be used to bring air and space in layouts.

GRAY:
This should be used as headers / sub-headers to give the impression of a more toned down or relaxed feel of the overall design layout, where focus on pictures are more important. This color is also suitable for tables with alternating lines in different shades and also in combination with "BLACK". As background for small boxes or elements it should be no more than 4% in solid coverage of the overall design layout.

RED:
This can be used on the company profiled "RED LINE" underneath the HATTELAND DISPLAY® company logo and above the "Address - Web Site logo". In certain documents, manuals or reports this color can act as a "warning" or "note" color on specific text only. It is also allowed to use this color on arrows and circles that focuses on a certain element on the media.

For certain material, it can be used as a solid single fill color for a background box together with header, title elements that needs attention or focus. This is to break free of the regular marketing material and to take advantage of a time limited design freedom to create attraction. Special Offers are one of these examples.

GRAY GREEN:
This is the color for the Naval & Defense Market related artwork and differentiation in marketing material, web sites and such. It should not be used in any of the other Markets or within Corporate designs. It is suited for solid colored background for small boxes or elements no more than 10% in solid coverage of the overall design layout.

SKY BLUE:
This is the color for the Yacht market related artwork and differentiation in marketing material, web sites and such. It should not be used in any of the other Markets or within Corporate designs. It is suited for solid colored background for small boxes or elements no more than 10% in solid coverage of the overall design layout.

5.6 Color Value Table

Company Logo	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
HATTELAND® DISPLAY	BLACK: 0, 0, 0	BLACK: 0%, 0% , 0%, 100%	"BLACK"	N/A	BLACK: #000000
	MARITIME BLUE: 5, 58, 112	MARITIME BLUE: 100%, 72% ,0% ,38%	MARITIME BLUE: 281	MARITIME BLUE: RAL: 5003 NCS: 7020-R80B	MARITIME BLUE: #053a70

Brand Logo (Restriced use)	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
HATTELAND®	0, 0, 0	0%, 0% , 0%, 100%	"BLACK"		#000000

Web site Logo	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
www.hatteland-display.com	131, 132, 134	0%, 0% , 0%, 61%	424	N/A	#838486

Core Value Logo	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
Quality - Knowledge - Value	131, 132, 134	0%, 0% , 0%, 61%	424	N/A	#838486

Technology Logo	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
GLASS DISPLAY CONTROL™	5, 58, 112	100%, 72% ,0% ,38%	281	RAL: 5003 NCS: 7020-R80B	#053a70

Maritime Market / Corporate Color	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
	5, 58, 112	100%, 72% ,0% ,38%	281	RAL: 5003 NCS: 7020-R80B	#053a70

Naval & Defense Market Color	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
	111,128,128	35% , 0%, 16%, 54%	5487	7009	#6f8080

Yacht Market Color	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
	95,179,219	75%, 0%, 0%, 7%	306C	N/A	#5fb3db

Red Line	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
	188, 0, 32	0%, 100% , 99%, 4%	1797	3020	#bc0020

6. Statements and Core Values

Our established Statements & Core Values. Either use the logo available or consult "Typography" in this manual for the written word representation in your design layout.

Our slogan

Quality - Knowledge - Value

This element should only be used at the very last page of a manual, brochure presentation or in combination with a company profile text block. This tells the reader about the capabilities and focus area of the core of Hatteland Display as a company. It can be used together with intro text about our company, or act as a final statement at the end of a presentation.

The size of this "logo" should only be 50-60% of the whole design layout in width. Respect its aspect ratio, and it should never be portrayed in different colors, spacing or variants than the one provided by Hatteland Display, Marketing.

Back of brochure example:

HATTELAND® DISPLAY

Why you should select products from Hatteland Display

Quality

- Preferred supplier to leading integrators based on rated product quality
- Global service network supported by dedicated in-house service department
- Exclusively use industrial embedded components in our products
- Close partnership with DNV for trusted type approvals
- Take a partnership approach towards our customers and suppliers

Knowledge

- World's largest supplier of maritime display and computer solutions to the commercial fleet
- Proven reliability with nearly 150,000 maritime products fielded over 20+ years
- Highly skilled R&D organization focused on leading edge technologies
- Significant expertise with ECDIS calibration and approvals
- In-house manufacturing and optical bonding in state of the art facilities
- Training programs for customers and partners

Value

- Products designed for reduced life cycle cost
- Long term support and life cycle management
- Broad range of type-approved, off-the-shelf products
- Able to cost effectively customize solutions also for low volume products
- Flexible, responsive organization focused on customers needs – Customer first attitude

Brochure concept and design: Hatteland Display AS, Marketing © June 2011A4 - Printed on environmental friendly paper

Quality - Knowledge - Value

www.hatteland-display.com

Information, pictures, illustrations and content may not, in whole or in part, be copied, photocopied, reproduced, translated or reduced to any electronic medium or machine-readable form from this brochure without the prior written consent of Hatteland Display AS. The products may not be copied or duplicated in any way.

7. Layout elements

Our templates for a wide range of software should follow a certain rules of layout and usage of approved elements. In this chapter we give small examples of the preferred flow of text, images and the combination of them.

7.1 Headers & Sub Headers

The same font (as stated elsewhere in this manual) should be used for all headers throughout the media. Variable sizes are allowed if used properly and in combination with the overall design. But, try to limit the amount of different font styles throughout the media. Best case is to keep headers at one given color and size with appropriate spacing, placing, style, indents consistent for each "Header" and "Sub Header" styles throughout the media.

Example from presentation style. Main Header in "BLACK" and Sub Header in "Black"

Example from brochure style, showing "header" in "MARITIME BLUE" & "Sub Header" in "GRAY"

DISPLAYS SERIES X

As a leading manufacturer of display and computer hardware for the maritime segment, Hatteland Display continuously gauges and responds to market needs. Our commitment to develop specialized products for a multitude of onboard ship systems continues, and with that the introduction now of a brand new product range called, Series X.

With cast aluminium, compact (IP22) and sleek by design chassis, the units from this new range can be desk mount or console integrated. The design is modular, allowing for common modules to be used in various models and combinations. Together these design features bring about a range perfectly in synch to market cost expectations – along with that, the performance and type approval always expected in all Hatteland Display products.

All sizes are available in display or panel computer formats, as well as various performance specifications to choose from. There are standard base models available which are listed in the following pages.

The modules used in Series X, are all qualified having undergone and passed our extensive test program, which includes HALT testing. This means that the products are tested well outside the requirements in EN60945 and E10.

The result is a more reliable product.

- IP22 / IP66
- MULTITOUCH
- TYPE APPROVED
- ECDIS COMPLIANT
- SUPERIOR BONDING TECHNOLOGY
- MODULE BASED, TAILOR-MADE SYSTEMS MADE EASY!
- FORM, FIT AND FUNCTION - LONG-TERM COMMITMENT
- GLASS DISPLAY CONTROL™ , SOLID STATE MENU SYSTEM
- SUNLIGHT READABLE / HIGH BRIGHT VERSIONS AVAILABLE

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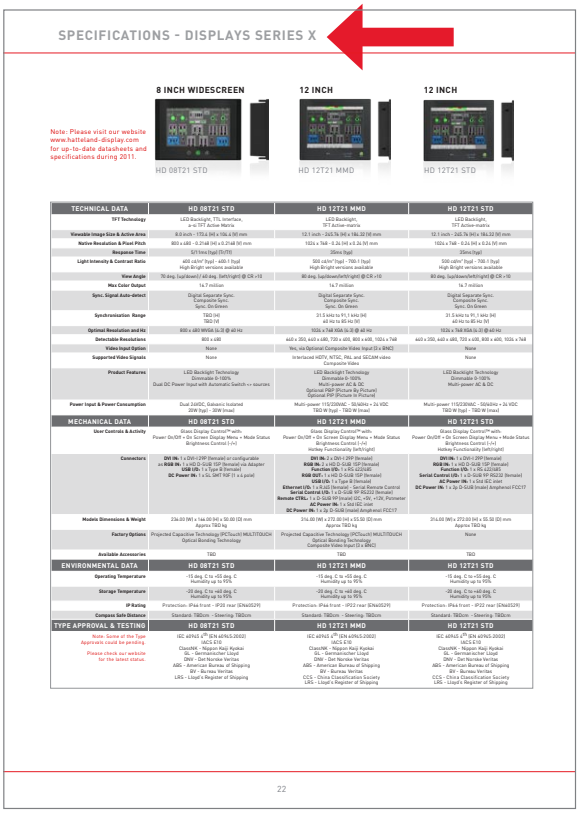

SPECIFICATIONS - DISPLAYS SERIES X

Note: Please visit our website www.hatteland-display.com for up-to-date datasheets and specifications during 2011.

8 INCH WIDESCREEN — HD 08T21 STD
12 INCH — HD 12T21 MMD
12 INCH — HD 12T21 STD

TECHNICAL DATA	HD 08T21 STD	HD 12T21 MMD	HD 12T21 STD
TFT Technology	LED Backlight, TTL Interface, a-si TFT Active Matrix	LED Backlight, TFT Active-matrix	LED Backlight, TFT Active-matrix
Viewable Image Size & Active Area:	8.0 inch / 173.6 (W) x 106.4 (H) mm	12.1 inch / 245.76 (W) x 184.32 (H) mm	12.1 inch / 245.76 (W) x 184.32 (H) mm
Native Resolution & Pixel Pitch	800 x 600 - 0.21x0 (W) x 0.21x0 (H) mm	1024 x 768 - 0.24 (W) x 0.24 (H) mm	1024 x 768 - 0.24 (W) x 0.24 (H) mm
Response Time	5/1 tms (typ) (Tr/Tf)	25ms (typ)	25ms (typ)
Light Intensity & Contrast Ratio	400 cd/m² (typ) - 400:1 (typ) High Bright versions available	500 cd/m² (typ) - 700:1 (typ) High Bright versions available	500 cd/m² (typ) - 700:1 (typ) High Bright versions available
View Angle	70 deg. (up/down/left/right) / 60 deg. (left/right) @ CR >10	80 deg. (up/down/left/right) @ CR >10	80 deg. (up/down/left/right) @ CR >10
Max Color Output	16.7 million	16.7 million	16.7 million
Sync. Signal Auto-detect	Digital Separate Sync. Composite Sync. Sync. On Green	Digital Separate Sync. Composite Sync. Sync. On Green	Digital Separate Sync. Composite Sync. Sync. On Green
Synchronisation Range	TBD (H) TBD (V)	31.5 kHz to 91.1 kHz (H) 40 Hz to 85 Hz (V)	31.5 kHz to 91.1 kHz (H) 40 Hz to 85 Hz (V)
Optimal Resolution and Hz	800 x 600 WVGA (4:3) @ 60 Hz	1024 x 768 XGA (4:3) @ 60 Hz	1024 x 768 XGA (4:3) @ 60 Hz
Detectable Resolutions	800 x 600	640 x 350, 640 x 480, 720 x 400, 800 x 600, 1024 x 768	640 x 350, 640 x 480, 720 x 400, 800 x 600, 1024 x 768
Video Input Option	None	Yes, via Optional Composite Video Input (1x BNC)	None
Supported Video Signals	None	Interlaced HDTV, NTSC, PAL and SECAM video Composite Video	None
Product Features:	LED Backlight Technology Dimmable 0-100% Dual DC Power Input with Automatic Switch +> sources	LED Backlight Technology Dimmable 0-100% Multi-power AC & DC Optional PBP (Picture By Picture) Optional PIP (Picture In Picture)	LED Backlight Technology Dimmable 0-100% Multi-power AC & DC
Power Input & Power Consumption	Dual 24VDC, Galvanic Isolated 20W (typ) - 30W (max)	Multi-power 115/230VAC - 50/60Hz + 24 VDC TBD W (typ) - TBD W (max)	Multi-power 115/230VAC - 50/60Hz + 24 VDC TBD W (typ) - TBD W (max)
MECHANICAL DATA	**HD 08T21 STD**	**HD 12T21 MMD**	**HD 12T21 STD**
User Controls & Activity	Glass Display Control™ with: Power On/Off + On Screen Display Menu + Mode Status Brightness Control (+/-)	Glass Display Control™ with: Power On/Off + On Screen Display Menu + Mode Status Brightness Control (+/-) Hotkey Functionality (left/right)	Glass Display Control™ with: Power On/Off + On Screen Display Menu + Mode Status Brightness Control (+/-) Hotkey Functionality (left/right)
Connectors	**DVI IN:** 1 x DVI-I 29P (female) or configurable as **RGB IN:** 1 x HD D-SUB 15P (female) via adapter **USB I/O:** 1 x Type B (female) **DC Power IN:** 1 x GL SMT RSF (1 x 6 pole)	**DVI IN:** 2 x DVI-I 29P (female) **RGB IN:** 2 x HD D-SUB 15P (female) **Function I/O:** 1 x RS 422/485 **RGB OUT:** 1 x HD D-SUB 15P (female) **AC Power IN:** 1 x Gal IEC inlet **Ethernet I/O:** 1 x RJ45 (Versatel & Serial Remote Control **Serial Control I/O:** 1 x D-SUB 9P RS232 (female) **Remote CTRL:** 1 x D-SUB 9P (male) I2C, +5V, +12V, Potmeter **AC Power IN:** 1 x Gal IEC inlet **DC Power IN:** 1 x Zp 3l-5UB (male) Amphenol FCC17	**DVI IN:** 1 x DVI-I 29P (female) **RGB IN:** 1 x HD D-SUB 15P (female) **Function I/O:** 1 x RS 422/485 **Serial Control I/O:** 1 x D-SUB 9P RS232 (female) **AC Power IN:** 1 x Gal IEC inlet **DC Power IN:** 1 x Zp 3l-5UB (male) Amphenol FCC17
Models Dimensions & Weight	236.00 (W) x 146.00 (H) x 50.00 (D) mm Approx TBD kg	316.00 (W) x 270.00 (H) x 55.50 (D) mm Approx TBD kg	316.00 (W) x 270.00 (H) x 55.50 (D) mm Approx TBD kg
Factory Options	Projected Capacitive Technology (PCTouch) MULTITOUCH Optical Bonding Technology	Projected Capacitive Technology (PCTouch) MULTITOUCH Optical Bonding Technology Composite Video Input (1 x BNC)	None
Available Accessories	TBD	TBD	TBD
ENVIRONMENTAL DATA	**HD 08T21 STD**	**HD 12T21 MMD**	**HD 12T21 STD**
Operating Temperature	-15 deg. C to +55 deg. C Humidity up to 95%	-15 deg. C to +55 deg. C Humidity up to 95%	-15 deg. C to +55 deg. C Humidity up to 95%
Storage Temperature	-20 deg. C to +60 deg. C Humidity up to 95%	-20 deg. C to +60 deg. C Humidity up to 95%	-20 deg. C to +60 deg. C Humidity up to 95%
IP Rating	Protection: IP66 front - IP20 rear (SNe0529)	Protection: IP66 front - IP22 rear (SNe0529)	Protection: IP66 front - IP22 rear (SNe0529)
Compass Safe Distance	Standard 780cm - Steering 780cm	Standard 780cm - Steering 780cm	Standard 780cm - Steering 780cm
TYPE APPROVAL & TESTING	**HD 08T21 STD**	**HD 12T21 MMD**	**HD 12T21 STD**
Note: Some of the Type Approvals could be pending Please check our website for the latest status.	IEC 60945 4th ED N (EN 60945:2002) IACS E10 ClassNK - Nippon Kaiji Kyokai GL - Germanischer Lloyd DNV - Det Norske Veritas ABS - American Bureau of Shipping BV - Bureau Veritas LRS - Lloyd's Register of Shipping	IEC 60945 4th (EN 60945:2002) IACS E10 ClassNK - Nippon Kaiji Kyokai GL - Germanischer Lloyd DNV - Det Norske Veritas ABS - American Bureau of Shipping BV - Bureau Veritas CCS - China Classification Society LRS - Lloyd's Register of Shipping	IEC 60945 4th (EN 60945:2002) IACS E10 ClassNK - Nippon Kaiji Kyokai GL - Germanischer Lloyd DNV - Det Norske Veritas ABS - American Bureau of Shipping BV - Bureau Veritas CCS - China Classification Society LRS - Lloyd's Register of Shipping

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Example from report / letter style

"8." and "9." can be considered as Main Header. "8.1, 8.2" can be considered as a Sub Header.

HATTELAND® DISPLAY

8. Technical documentation

8.1. Included in delivery

The following documentation is included and will be a part of each delivery:

- Packing list
- Custom invoice
- Declaration of origin
- Certificate of Conformity (COC)
- Test certificates
- Maintenance procedures
- User manual
- Serial number list

8.2. Additional documentation

The following documentation will be made available for Kongsberg Maritime:

- Type Approval Certificates (Ref. Item 9)
- Complete test reports according to IEC60945, IACS E10 and classification society's requirements.

9. Type approval

The quoted products will be tested and Type Approved in accordance with IEC60945 and IACS E10.
Protected environment 1G.

Type Approval Certificate from the following Classification Societies is included:

- DNV — Det Norske Veritas
- ABS — American Bureau of Shipping
- GL — Germanischer Lloyd
- BV — Bureau Veritas
- ClassNK — Nippon Kaiji Kyokai
- LRS — Lloyd's Register

Page 1 of 1

Hatteland Display AS, Ålmsosen, N-5578 Nedre Vats, Norway
Tel: (+47) 5276 3700 - info@hatteland-display.com - www.hatteland-display.com

Example from RamBase® ERP/MRPII Client. Showing key elements.

Note: Variations in layout of RamBase® documents may differ on content needs. Main required objects are noted here (logo, text blocks)

HATTELAND® DISPLAY

Hatteland Display AS
Ålmsosen
5578 Nedre Vats, Norway
Tlf: +47 4814 2200
Faks: +47 5276 5444
Foretaksreg: NO 974 533 146 MVA

6512 - Elisabeth Hermansen
elisabeth.hermansen@hatteland-display.com
Tlf: +47 916 09 370

HATTELAND DISPLAY, Regnskapsavd.
REGNSKAPSAVD.
SERVICE/EGET BRUK

5578 NEDRE VATS
NORWAY

Konto	:	10038
Forsendelsebetingelser	:	DAP
Forfall	:	
Betalingsbetingelser	:	30 DAYS NET
Forsendelsemåte	:	DHL DOCUMENTS
Deres ref	:	David Hawthorne
Vår ordre	:	COA/175408
Deres ordre	:	**Marketing Material**
Vår ref	:	**6512 STEIN**

PAKKSEDDEL KOPI

Pakkseddelnr.: CSA/151386
Dato: 31.05.2011

Side 1 av 1

Pos	Antall	Referanse
1	1	**DIVHD** 30 pcs Product Overview Brochure Fabrikat: XXX Oppr.: NO EUtaric: 8473.30.80.00 Deres no.: Marketing Material Ordrenr.: COA/175408-1

Send til: Hatteland Display, Inc. - David Hawthorne
11440 W. Bernardo Ct., Suite 300
US - 92127 - San Diego, CA
USA

Total vekt: 12Kg

Hatteland Display's Salgs- og Leveringsbetingelser gjelder.

NS-EN ISO 9001 certified by Det Norske Veritas.

Example from user manual style. Main Header in box, while Sub Headers in the text

Hatteland Display AS

About this manual

The manual contains electrical, mechanical and input/output signal specifications. All specifications in this manual, due to manufacturing, new revisions and approvals, are subject to change without notice. However, the last update and revision of this manual are shown both on the frontpage and also in the "Revision History" chapter at the end of the manual.

Furthermore, for third party datasheet and user manuals, please see dedicated Documentation and Driver DVD delivered with the product or contact our sales/technical/helpdesk personnel for support.

About Hatteland Display

Hatteland Display is the leading technology provider of specialized display and computer products, delivering high quality, unique and customized solutions to the international maritime, naval and industrial markets.

The company represents innovation and quality to the system integrators world wide. Effective quality assurance and investment in sophisticated in-house manufacturing methods and facilities enable us to deliver Type Approved and Mil tested products. Our customer oriented approach, technical knowledge and dedication to R&D, makes us a trusted and preferred supplier of approved solutions, which are backed up by a strong service network.

www.hatteland-display.com

You will find our website full of useful information to help you make an informed choice as to the right product for your needs. You will find detailed product descriptions and specifications for the entire range on Displays, Computers and Panel Computers, Military solutions as well as the range of supporting accessories. The site carries a wealth of information regarding our product testing and approvals in addition to company contact information for our various offices around the world, the global service centers and the technical help desk, all ensuring the best possible support wherever you, or your vessel, may be in the world.

Contact Information

Head office, Vats / Norway: Hatteland Display AS Åmsosen N-5578 Nedre Vats, Norway Tel: +47 4814 2200 Fax: +47 5276 5444 mail@hatteland-display.com	**Sales office, Frankfurt / Germany:** Hatteland Display GmbH Werner Heisenberg Strasse 12, D-63263 Neu-Isenburg, Germany Tel: +49 6102 370 954 Fax: +49 6102 370 968
Sales office, Oslo / Norway: Solbråveien 20 N-1383 Asker Norway Tel: +47 4814 2200 Fax: +47 5276 5444	**Sales office, Aix-en-Provence / France:** Hatteland Display SAS ACTIMART, 1140 RUE AMPERE, BP 50 196 13795 AIX-EN-PROVENCE, CEDEX 3 France Tel: +33 (0) 4 42 16 47 57 Fax: +33 (0) 4 42 16 47 00
Sales office, San Diego / USA: Hatteland Display Inc. 11440 W. Bernardo Court, Suite 300 San Diego, CA 92127, USA Tel: +1 858 753 1959 Fax: +1 858-408-1834	

For an up-2-date list, please visit www.hatteland-display.com/locations

General 8

IND100077-1 INB100519-1 (Rev 4)

7.1.1 Indexing

For documentation, manuals, guides and reports it is often logically wise to choose INDEX based setup (i.e. Contents as shown in this manual indicated with numbers formatted as 0, 0.0 or 0.0.0). Indexing table should have levels of indents but keep the same font size. Avoid ending Headers and Sub Headers with an period at the end. General rule is to use the main fonts and colors as specified in this manual. Please contact Hatteland Display, Marketing with help for setup and maintain the INDEX feature of your media.

Here are an example of a 3 level index and its resulting index table/contents view.

Example from report / letter style	Example from contents page style
0. HEADER The text goes here in regular body-text. **0.0 SUB HEADER** We need to explain deeper, so we create a sub header of the main header. **0.0.0 SUB HEADER2** The sub header above needs even one more level of detail, so we create a sub header 2.	IND100511-1 - Rev 01 - 14 O **Contents** 1. Introduction....3 2. The Hatteland Display profile - key elements....3 3. The Hatteland Display logo....4 4. Logo Usage....5 5. Typography....8 5.1 Corporate Signature....8 5.2 Web Signature:....9 5.3 E-mail Signature:....9 5.4 Fonts....10 5.4.1 HANDEL GOTHIC BT....10 5.4.2 TAHOMA....11

7.2 Red Line

The Red Line is a very small but subtle identity for Hatteland Display and is used in combination of the brand logo, company logo, addresses and web site logo. It gives the impression of a framework that consists of top banner, content and bottom banner for all kinds of media, but also establishes our company profile across all medias. The Red Line should be used very carefully and not made to thick. It can also be animated by drawing it from left to right or right to left.

The Red Line should be used from start to end of the media created, however for certain electronic documents this is not possible, so for these cases the Red Line must go from margin-to-margin on media and all text and logos must be aligned to the ends of the Red Line.

The Red Line can be used elsewhere in the content of the media also together with the top and bottom line, but should be used carefully not to overcomplicate the media with too many.

Below are some thickness tips.

A0-A6 media	= 1 pt thick line
Web site/Screen Material	= 1 px thick line
Poster Material 70x100cm	= 2 pt thick line

1 pt thickness:
3 pt thickness:

7.3 Bullet Points

Hatteland Display allows for different bullet points based on which media/file format is used. This is due to the fact that some software are meant for layout while others are meant for documentation/presentation purposes and not all feature the same design in bullet points creation.

Round Bullet Point	Square/Box Bullet Point
• Bullet Point #1 • Bullet Point #2 • Bullet Point #3	■ Bullet Point #1 ■ Bullet Point #2 ■ Bullet Point #3
- An extra line is preferred if space allows for it. - "BLACK" color only - Intended for documentation / reports / manuals. - Suitable for WEB, since its part of HTML spec. <LI> - Accessible by all.	- An extra line is preferred if space allows for it. - "GRAY" color only - Intended for brochures, presentations, animations & poster/trade show material. - Can be used "off-margin" as shown in this manual. - Accessible by graphic/layout designers only.

7.4 Ordinary Images

Hatteland Display strives to use the highest quality pictures available, either by means of editing, manipulating (removal of objects, dust, scratches), compositing, stitching, image enhancement or using 3D renderings to improve the overall look of the image. The pictures can also have caption. The border is 0.5pt thick and in color "GRAY". In general all typical image effects should be avoided such as Drop Shadow, Outline Glow, double colored borders etc.

For examples, please review the Appendix chapter.

7.5 Product Images

When Hatteland Display are introducing preliminary or new finalized products, it is important that they are presented as elegant as possible. Acquiring actual product pictures can be impossible due to development phases. In such cases, we provide solutions on how to present our products correctly and in which style they are to be presented in. If time permits, we are able to produce realistic 3D pictures* as close as possible to the real life product before it is even prototype built.

All product pictures today are taken by a professional photographer hired on-site and used in all instances of brochures, web-site , advertisement and product posters. It is the most prefarable style if time and product availability permits.

In cases of urgent needs or during critial deadline situations, a high quality textures, shadow based 3D realistic renderings* can be used.

*An 3D realistic environment gives us an unlimited number of design possibilities, animation possibilities, all kinds of resolutions, "exploding" products showing it's interior or focus on close details. Capture product images which contains unwanted reflections, multi-colored lightning, blurring, unwanted shadows or smudge marks and locking the photo set to just a given set of angles during a photo shoot. Also, over time it is impossible to physically align products in the same style making 2 year photo and a yesterdays's photo appear similar in respect of angles, photo cuts and maybe even lightning, shadows will differ. Additional pictures or new angles based on the design needs can be created in the same Hatteland Display profile quality within minutes, keeping our similarity of picture design consistent for several years has proven to be extremely effective. Adding customer logo's, changing product paint colors, choosing different images on screen can all be done quickly within minutes and there is no need to focus on max pixel resolutions, lenses, upgrades of camera equipment, lightning setups, dedicated studio room, availability of products, post-editing etc. It does require a lot of time to produce a 3D realistic model and attention to shadows, textures, radiosity lightning are key factors for success.

All images must be in high resolution (300 DPI or at least 2048 pixels wide). Compression such as JPEG should be avoided as it manipulates image data. JPEG can be used, but only Adobe Photoshop saved in 90% or 11/12 in quality is approved. Approved image format to use is ".TIF" or ".TGA". Note: ".TIF", it is suggested to save .TIF images with Byte Order set to "IBM PC" and not "Macintosh" format" as it seems to be uncompatible with certain PC based software (unexplained crashes).

Avoid saving/using pictures in .EPS format, as this format are only intended for vectorized content such as logos and wireframe/solid colored illustrations that contain no pixel information. There is no real need to save images as CMYK, as today's software will convert RGB into CMYK automatically, saving you pre-processing time before you go final and avoid the hassle with having color calibration performed on your Operating System towards the screen you are using (except if using Analog VGA with CRT monitors). Please review the Appendix chapter for examples.

7.6 Tables

All Hatteland Display tables in documents and media should follow the following design and rules. Text can be centered, left or right adjusted depending on the contents and needs. Alternating fill by using a "GRAY" shading are allowed. If other colors (red, green, blue, purple, yellow) are to be used, they should be toned down to not appear to harsh and strong for a on screen media.

The fonts used should be as specified in this manual. The font color should in general not interfere with the background cell color and not appear hard to see on both screen or printed media. The main font color should always be black, except for headers which are shown in a slightly larger font and in white color.

Acceptable Table Combination/Colors:

Cell Header (white color)	**Cell Header (white color)**	**Cell Header (white color)**
Contents (Black font color)	Contents (Black font color)	Contents (Black font color)
Contents (Black font color)	Contents (Black font color)	Contents (Black font color)
Contents (Black font color)	Contents (Black font color)	Contents (Black font color)
Contents (Black font color)	Contents (Black font color)	Contents (Black font color)
Contents (Black font color)	**Contents (Black font color)**	Contents (Black font color)
Contents (Black font color)	Contents (Black font color)	Contents (Black font color)
Contents (Black font color)	Contents (Black font color)	Contents (Black font color)

7.7 Word Breaking

All Hatteland Display written text has to be presented easy to read and to match the overall design. For large text blocks, please consider breaking it up with commas, new lines, periods and paragraphs. Long words should generally not be pre-sented as the word "presented" just did with an "pre-sented" "-" to indicate a broken word. For those cases, make sure the word "presented" is shown as a full word on the next line. In some cases, "justify" a text block to appear more design elegant can be chosen.

A general rule for all written text in all sizes are to space it out and make sure its easy to read. Consider using bullet points if the text written consists of many short sentences separated by periods or commas. Here is an example:

We manufacture many of our own components using sophisticated techniques and machinery, and QA systems such as VSM, 5S and KPL. Our ability to meet your demand is ensured using cutting-edge design and production systems such as LEAN manufacturing.
Our sophisticated line manufacturing and 3-color calibration chambers with its 5 thermal chambers also reflects our dedication. We also provide Class 1000 and 10000 clean rooms, a dedicated prototype section and a dedicated test section to support customers worldwide.

For easier reading and to appear more elegant, consider using bullet points like this.

We manufacture many of our own components using sophisticated techniques and machinery, and QA systems such as VSM, 5S and KPL. Our ability to meet your demand is ensured using cutting-edge design and production systems such as:

- LEAN Manufacturing
- Sophisticated Line Manufacturing
- 3-color calibration chambers
- 5 Thermal chambers
- Class 1000 and 10000 clean rooms
- Dedicated Prototype section
- Dedicated Test section

Sometimes "justify" a text block can be used to when placed next to an picture. Notice that all lines and words have the same length.

We manufacture many of our own components using sophisticated techniques and machinery, and QA systems such as VSM, 5S and KPL. Our ability to meet your demand is ensured using cutting-edge design and production systems such as LEAN manufacturing.

Our sophisticated line manufacturing and 3-color calibration chambers with its 5 thermal chambers also reflects our dedication. We also provide Class 1000 and 10000 clean rooms, a dedicated prototype section and a dedicated test section to support customers worldwide.

7.8 Page Breaking

All documents, reports and manuals should preferably be page broken by headers or paragraphs if possible for easier reading and overall presentation. Examples of this is clearly seen in this manual, where some pages appear to have a lot of "free space". The reason for this is that the following content on the preceding page cannot fit into its previous page causing break-off in the paragraphs. For that matter, the content was moved to the next blank page, leaving the preceding page from 30-80% filled with "free space".

Please review the Appendix Chapter for examples.

8. Trademarks

A trademark protects our technology, design and the reputation for our company. A trademark is a type of intellectual property, and typically a name, word, phrase, logo, symbol, design, image, or a combination of these elements.

8.1 Registered Trademarks

Initially a registration of a trademark is done during a two-step design phase.

Phase 1: TM
From the point the registration takes place until it was found approved and fully registered as ® trademark, a "™" is added to the logo in question. Like this: GLASS DISPLAY CONTROL™ or HATTELAND DISPLAY™. This phase may take 2 years.

Phase 2: ®
After the approval, and ® is added to the logo (normally in top right corner approx 1/4 of the logo height or by visual look).

HATTELAND® DISPLAY	HATTELAND®
GLASS DISPLAY CONTROL™	

Reference: http://www.hatteland-display.com/corporate_trademark_certificates.php

8.2 Design Trademarks

A design trademark is used for unique products that are developed & designed by Hatteland Display. An example would be our backpack concept for the Series 2 Display and Computer product range introduced in 2005.

Reference: http://www.hatteland-display.com/corporate_patent_and_design_certificates.php

9. Advertisements

4 main groups:

- Corporate - promoting Hatteland Display as a company and its capabilities. May be market related.
- Product - promoting products, specifications and features. Slightly market related.
- Employment - focuses on humans as "engine" for our continuing success and motivation.
- Web - primarily product and brand oriented, but includes all the concept mentioned above.

These groups have their own set of design rules, but generally are all based on the rules mentioned in this manual.

• **Corporate** shows often images of entrance, location, production areas, people in work, product pictures without any captions. The main focus is in the written words and to provide a clear understanding. This kind of advertisement is to get to know our company and our capabilities, history and technology without too many technical details.

• **Product** shows images of actual products without mentioning specific type numbers, but rather "ranges" of product directed to markets and uses. These kind of advertisement is to get to know our product ranges and size, but sometimes also what market they are targeted for.

• **Employment** show strong focus to be human direct in writing and trigger physiological elements of the person reading it and invites them to join our company. The amount of text used shall be as minimal as possible to gain quick interest in the "available job jungle". The fonts and colors used are based the rules as described in this manual.

• **Web** site is designed after the same rules that apply to documents, manuals, advertisements etc. The fonts are the same, the graphic material is designed in similarity. It should be an interactive version where the content is often dynamically updated but are still within the design rules. It is important to not rely on plugins (flash, embedded video) or software databases that do not comply with our company profile designs or that slow down visitors in their path.

10. Online/web based communication

The web site, www.hatteland-display.com

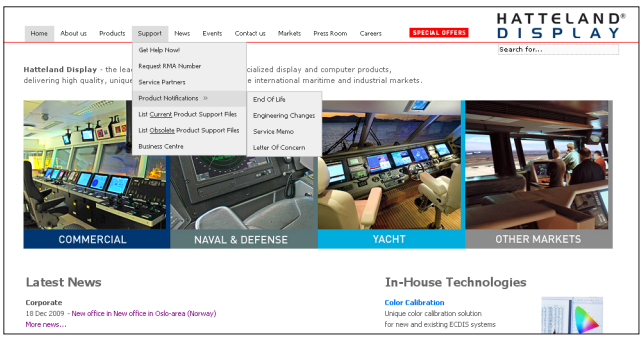
The web site should be easy and fast to navigate. It should contain all the information available for our products, company, key personnel, contact information, service and support at the first screen, via a menu (even after product have gone obsolete, material shall be updated to reflect our focus on long lasting support). The menu is naturally part of all pages viewed, and the location is visible by a horizontal bar at the top of the site at all times.

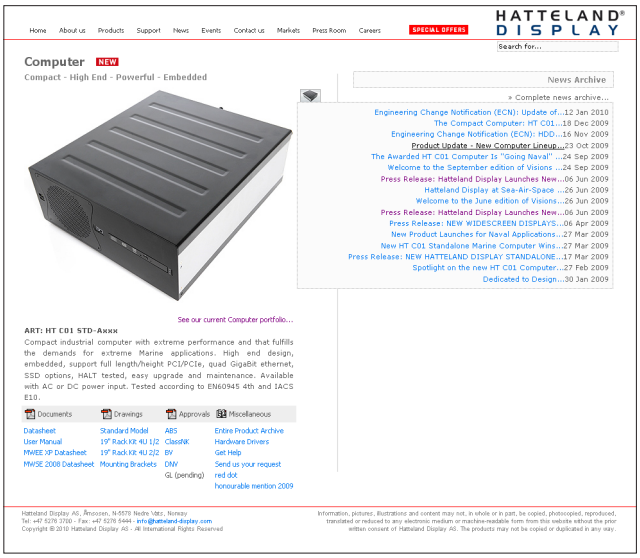
Navigation and "the time to reach" material (pdf, manual, pictures, drawings) should be fast as possible and without clutter. Content should be updated at least once a week (with dates and text) - no matter what the importance of the update was.

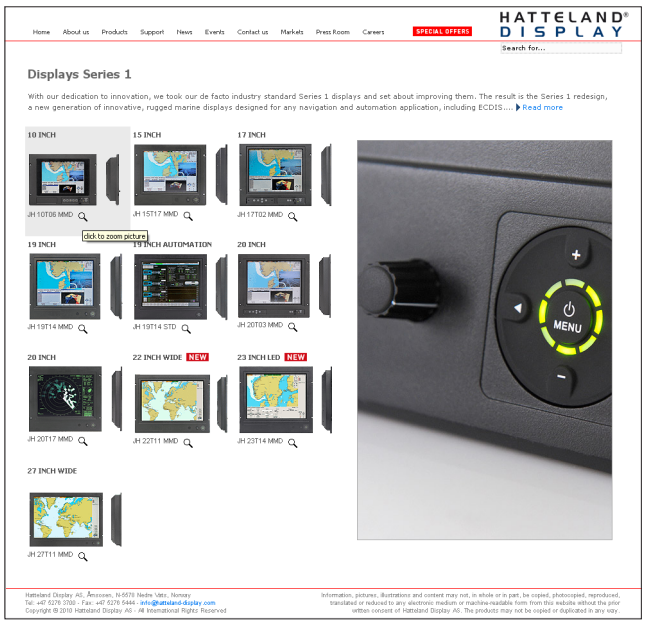
The websites should have no loading of animation during first page view for instance causing an tedious loading & delay each time they visit the website. In addition Flash, Silverlight componentes and effects should not be present as these requires additional loading, are target for crashes, tedious to look at and they have a constant need for updates for the Operating system along with the fact it does not offer anything "better" to the website, except for being nice looking, which can be achieved anyway by subtle use of tables, colors, lines and fonts. CSS styled animation and effects are however suitable, if fades and animations are not moving/animated too slow, resulting in a lack of responsiveness.

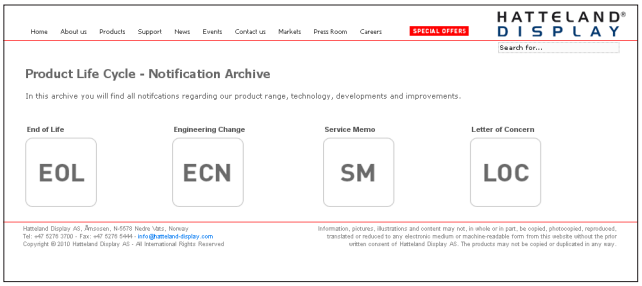
All web sites produced by Hatteland Display shall be tested in the range of most popular browsers (i.e. Internet Explorer, Mozilla Firefox, Opera, Safari, Google Chrome) and the resolution shall be locked to 1024x768 or 1280x1024 to support 15/17 inch TFT users. It has proven to be a suitable resolution that do not create any visual problems for the visitors and all content is highly accessible.

Examples from webpage:









10.1 Visions - customer eNews publication

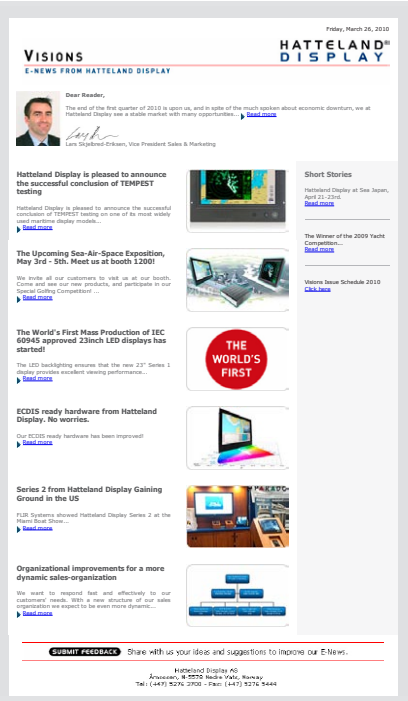
The Visions e-mail newsletter informs customers about recent official/press releases and are released by needs. Visions design is based on some key rules:

Layout:
The layout has been designed and tested thourghly against the mailing system which requires the code to be validated by http://validator.w3.org. This validator has to approve the document and its code before it can be shipped successfully to customers.

The layout is based on our regular company/web profile and follows the same rule in choice of presentation, simplicity and style elements. The layout consists of two "layers". The first is the "index page view" while the second page is the actual story which don't have to be validated since it is stored on our website and are not shipped through the e-mail system.

The Short News bar at the right shall not have too many words, the appropriate amount of the final height should not be higher than the "news box" to the left with the picture. If so, the Short News text has to be shorten and the full story put on a "story page view" instead. The Short News bar should also be similar in height of the top stories boxes.

Amount of stories should be between 4-8



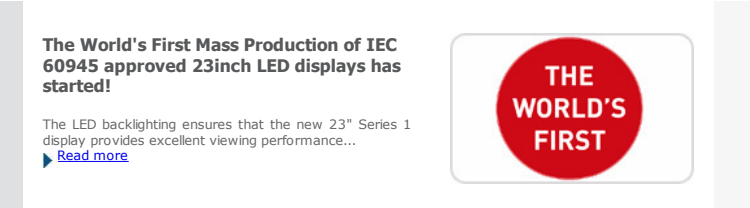
Index page view

Story page view

Fonts:
Verdana only in selected/suitable sizes.
Same colors as specified in this manual.
Handel Gothic BT can be used, but only as graphics.

Pictures:
Pictures for the "index page view" is always aligned to the right and is of the same size. It should consists of parts of the original/bigger picture seen in the "story page view". All other layout, placement, design, picture rules etc. as per this manual. See closeup to the right.

Teaser:
The teaser should not be more than 5 lined which ends with the "...Read more" with the link to the "story page view". See closeup to the right.

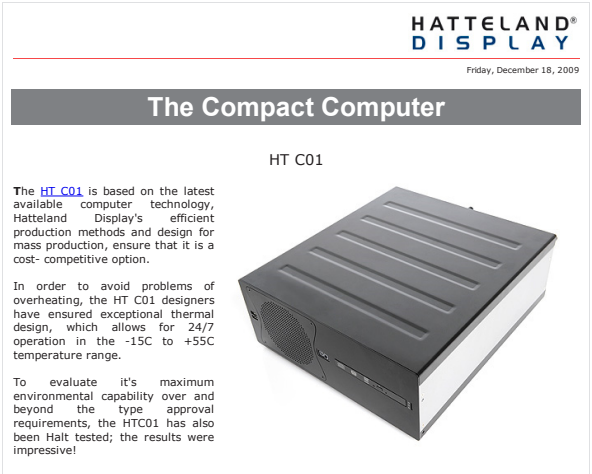


Header in "Black" color
The related "cropped" picture
Teaser text with its "...Read more" link
Teaser text "box" is of the same height as picture.

Content:
The contents page shows the entire story with all pictures, linked documents etc. It has its own design, that rely on our letter/documentation profile as specificed in this manual. One important rule is to keep the story at minimal words and with huge pictures. See closeup to the right.

Basically the lined setup is:

"Header"
"Picture Banner" (if possible)
"Complete story text" which also includes pictures.



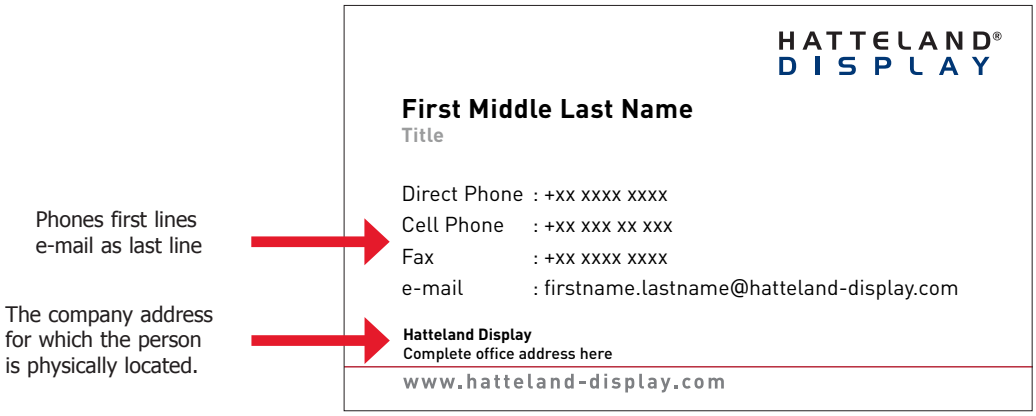
11. Stationeries

Stationaries follow the same company profile and design layout elements as described earlier in this manual. The most prominent examples are shown below, but the same rules apply for other stationary design not illustrated in this section. This may include give-aways and typical one-time projects.

11.1 Business Cards

The amount of lines of data may vary between 1-4 lines. More than this will interfere with the general layout design and should be avoided. It's design is based on the same layout as the Outlook Signature. Can also be used as name tags during events, tradeshows and seminars etc.

Two sides Business Cards is also possible, where one side is normally English and side 2 in a different language of choice.



Technical Data (cards suitable for Canon CX 350 Printer):
Canon 300G matt p-white, both side namecard. 91mm wide x 55mm height.
Type Number: MB300DA PWM1 - 0191B004[AA]

11.2 Name Tags

Use the business cards from above.

11.3 Product Labelling

The HATTELAND® brand logo

HATTELAND®

is ONLY used for elements directly in physical contact with products.

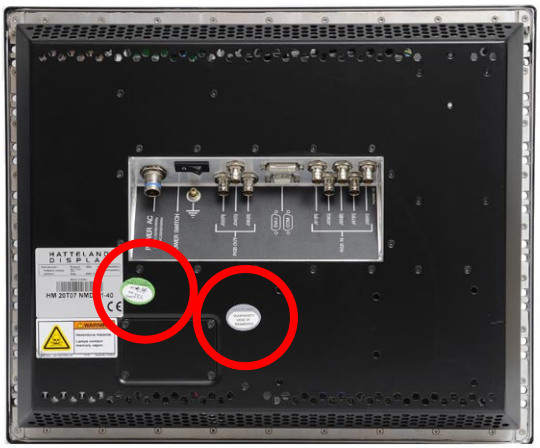
This include packaging box (cardboard), serial labels and specific warning/information labels that are attached to products. This may also include an removable HATTELAND® logo sticker in front or non-removable HATTELAND® brand logo mechanically engineering into the chassis, back cover or onto the user controls plastic/rubber material. The user manual delivered with each products also give indication of where all labels are located and the type of label design. Each product has their own internal document describing where the labels are to be placed and what the label should contain of text.

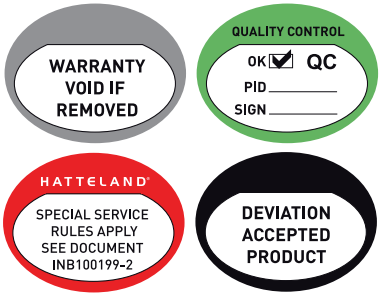
Note that some labels and products also use the HATTELAND DISPLAY® company logo in addition to the Brand Logo. The Company Logo (HATTELAND DISPLAY®) can be used on products, but primarily the company logo is only visible on 1 type of serial label and used in manuals, datasheets and other paper materials.

Below are examples for approved uses and placement of the HATTELAND® brand logo or Company Logo.

Company or Brand Logo on Serial Label	Current Lables in use

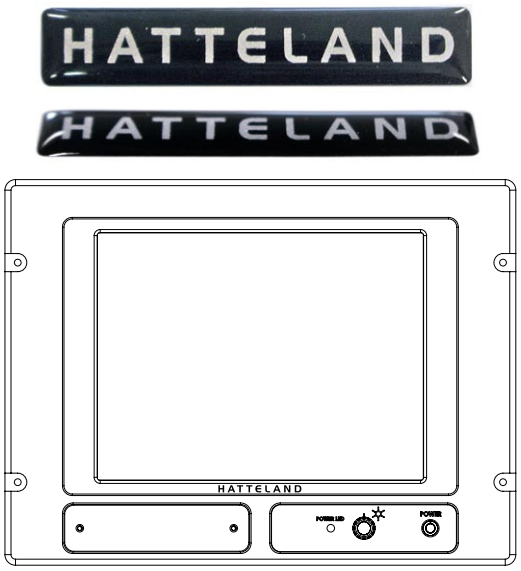
HATTELAND® Brand Logo on Info Label	Current Lables in use

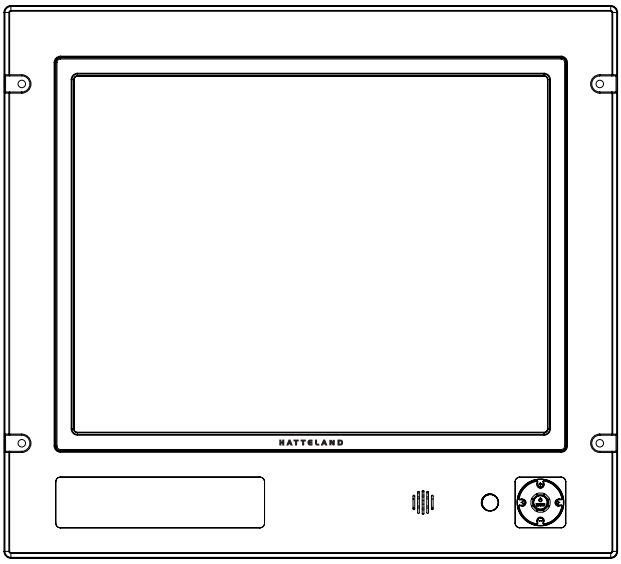




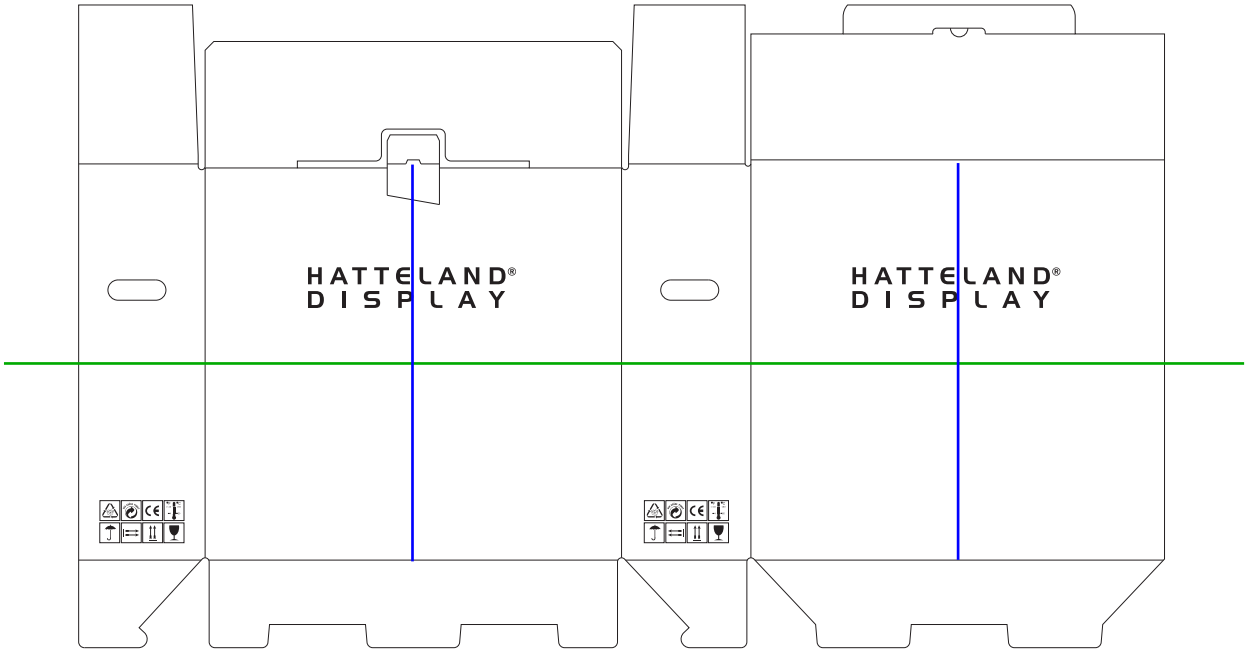
HATTELAND® Brand Logo by Mechanical Engineering / Design

Brand Logo sticker examples (tradeshows, exhibitions, showcase, demo products)





Packaging Logo Placement and Specifications



- Logo to be used: Company Logo ONLY. No other logo or graphical element is allowed, except Packaging icons as shown above.

- Logo and other symbols and text to be printed in single color, BLACK.

- Placement of logo in center horizontally to approx 50% sized from the full width of printable area.
  (Center for logo is set to H to D horizontally exlcuding the ® mark).
  See Blue Line above.

- Placement of logo vertically on printable area to be approx 1.5 x height of logo above center.
  See Green Line above.

12. Appendix - Correct / Incorrect use of elements

- Reference: "4. Logo Usage, Point 2"

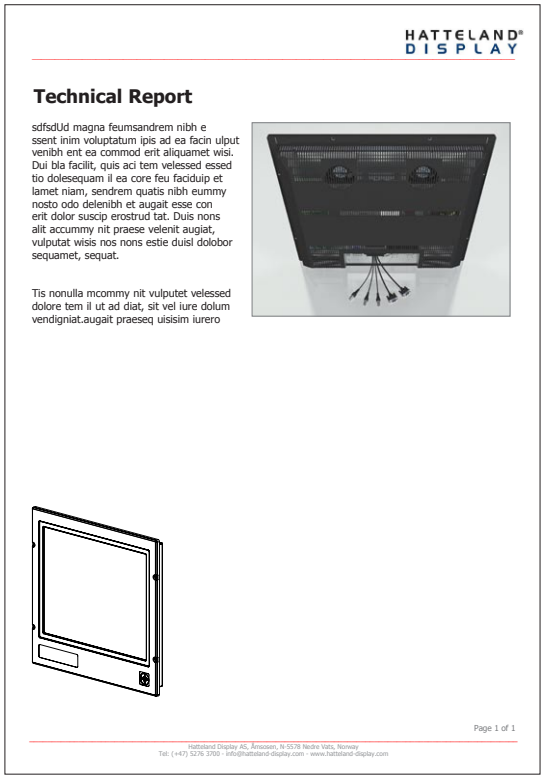
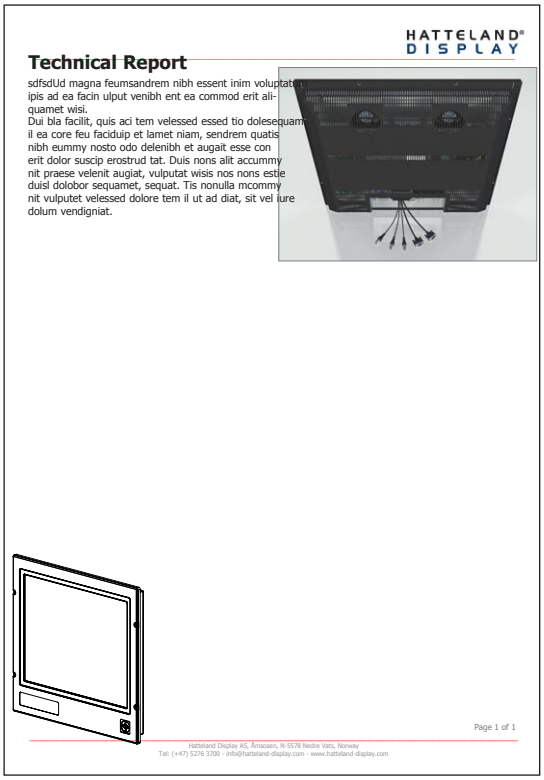
2. The logos cannot be enclosed inside any shape or object, stretched, distorted or applied with effects in any way. When scaling the logo to fit documents or material, always respect "scale to aspect ratio".

Correct	Incorrect
HATTELAND® DISPLAY	HATTELAND® DISPLAY
HATTELAND® DISPLAY	HATTELAND® DISPLAY
	HATTELAND® DISPLAY
	HATTELAND® DISPLAY
	HATTELAND® DISPLAY
	HATTELAND® DISPLAY

- Reference: "4. Logo Usage, Point 7"

7. Spacing requirements

- Do not attach graphic or typographic devices to logo, and do not use in close proximity to competing design elements.
- Minimum space between all four sides of the logo and adjacent typography or other design elements (including photography) should be at least the height away from the logo. Examples given in table below:

Correct	Incorrect
	

- Reference: "4. Logo Usage, Point 8"

8. Unacceptable / Incorrect usage

- Do not tint or re-color the logos. Example shows 50% tint. This causes also different strength of colors.

HATTELAND®
DISPLAY

- Do not add shadow or "enhance" the logo. Example show "Drop Shadow" and "Outer Glow" effects.

HATTELAND® HATTELAND®
DISPLAY DISPLAY

- Do not alter the position(s), re-scale or re-work of any of the logo elements.

HATTELAND DISPLAY®

HATTELAND
DISPLAY®

HATTELAND®
DISPLAY

- Do not place the logo on an angle except for exceptional display purposes allowed and quality approved by Hatteland Display, Marketing.

HATTELAND®
DISPLAY

- Reference: "7.4 Ordinary Images"

Hatteland Display have certain requirements for the image which is illustrated in the table below.

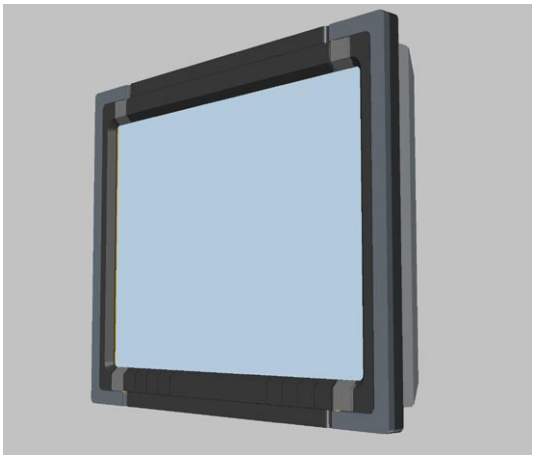
Acceptable Use	Unacceptable Use
Picture has been adjusted in levels, brightness to show more details. Picture has been cropped. Picture is with border, giving it a clear edge. Picture is kept with its original aspect ratio, i.e. not stretched. Drop shadow or other effects is not allowed.	Picture is too dark. Picture show distracting details at bottom. Picture is without border, making the sky blend into background. Picture is not cropped. Picture has been stretched to match design elements. Picture has been applied with "Drop Shadow"

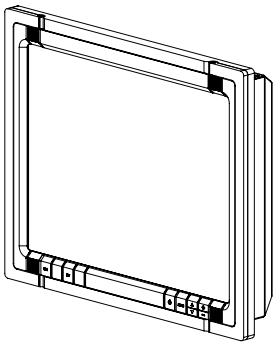
Acceptable Use	Unacceptable Use
Removed unwanted objects (advanced photo manipulation). Cropped picture to appear wide and to shift focus of image. Rotated picure to create a flat aligned horizon.	Picture has unwanted objects (car & reflection from garage port) Picture has a 4:3 format, while the image/lens is clearly more wide Horizon in image seems to be sliding upwards.

Acceptable Use	Unacceptable Use
Removed logo/text. Aligned horizon to appear flat and aligned. Show more of the original picture, but also cropped to appear wider. Correct border applied.	Picture has parts of logo or text. Picture is misaligned, horizon is slanting. Picture has wrong border applied. Picture has cut of parts of the ship, even though the original picture show the entire ship.

- Reference: "7.5 Product Images"

Hatteland Display have certain requirements for the image which is illustrated in the table below.

Unacceptable Images	Acceptable Images
	
Picture captured "ad-hoc". Cheap camera lens producing barrel distortion. Picture shows background elements and show reflections of camera man and room. No focus on lightning, shadows, disturbing elements, elegance. Should NEVER be presented or used officially and generally avoided. Primarily for internal use ONLY and for internal documentation and during development stages for customized products.	Solid "odd" colors, giving the picture a "cheap" look. Can be used during internal documentation or via early, personal customer communication through engineers and sales personnel. Should not be used for official material.

Acceptable Images	Preferred Images
	
Picture 1 shows an outline version (wireframe) of the product in "BLACK" color. Should always be combined with a white background. Can be used for official material. Picture 2 is 3D generated realistically. Picture feature shadows, correct lightning, real scanned textures and structure effects to appear real. Further, unlimited angles and variations is possible with this technique. Should be used when no photo is available for a desired angle.	Photos taken by professional photographer with double flash. Minimal or no post-editing was done. Product is placed against white backdrop on a white table (preferably with minor reflection capabilities, typical Plexiglass material or thin glass with white paper underneath to produce reflections). The final picture should show faint shadows and reflection if possible for the most elegant result and style. Indication of cheap flash bulbs is not visible. Also showing a close-up of certain details is preferred.

Please ask for Hatteland Display, Marketing Department's approval when in doubt.

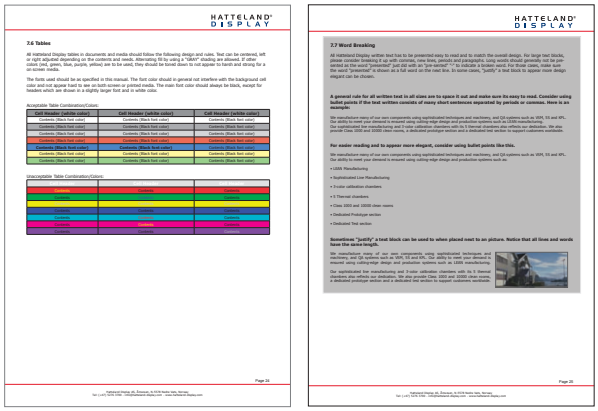
- Reference: "7.6 Tables"

Unacceptable Table Combination/Colors, difficult to read both on-screen and paper, color difference are disturbing.

Cell Header	Cell Header	Cell Header
Contents	Contents	Contents
Contents	Contents	Contents
Contents	Contents	Contents
Contents	Contents	Contents
Contents	Contents	Contents
Contents	Contents	Contents
Contents	Contents	Contents
Contents	Contents	Contents

- Reference: "7.8 Page Breaking"

Here is an example of correct and incorrect page breaks, based on headers, paragraphs and a table. In some cases, text may have to be rewritten or spaced out to concur with this rule. It is important that such supervision is exercised. Make sure paragraphs stays together, if not possible, try to break or rewrite it into pieces that belong together.

Incorrect Page Break	Correct Page Break
	
Parts of the table belonging to a paragraph has been split and continues over to the next page. Further, parts of the next paragraph under the table has also been split into two pages, 50% is visible in the illustration.	The whole header and paragraph moved over to its own page, causing the previous page to appear with "free space", but the table is now presented as a whole unit and not being split up. The paragraph under the table is now moved to its own page which is not shown in this illustration, but this simple rule enhance the overall design and tidiness of an report, manual or document.

Revision History - INB100040-1

Rev.	By	Date	Notes
01	SE ESS	07 Nov 2008	Initial release
02	SE	09 Dec 2008	Added revision history page. Changed front title. Was wrong ("Style Guide")
03	SE	11 May 2009	Update1: Company profile (use/placement of HATTELAND brand and company logo) Update2: Font added, DINOT. Change of rules regarding font use (Handelgothic BT) Update3: Brigde, statement removed due to revised company profile.
04	SE	11 Mar 2010	Update of example graphics to conform with today's profile. General text update where needed. Added 2 more colors (Naval and Yacht) Remove obsolete elements where found. Added descriptions for; Stationaries, Business Cards and Name Tags
05	AH ESS SE	20 Apr 2010	Moved some Correct/Incorrect example elements into its own Appendix chapter. Added Current Packaging Logo placement/use, point 11.3.
06	ESS SE	29 Jun 2010	Revised Current Packaging Logo placement/use, point 11.3. Revised info about logo's approval, point 4.1 to 4.7
07	SE	18 Aug 2010	Added info about the Hatteland Display bookmark icon, point 4.1
08	SE	28 Jun 2011	Added note and use of the "HD" abbreviation point 5 Added template example for RamBase system point 7.1 Added "Glass Display Control™" logo to point 3.1, 5.3, 8.1 Removed reference to Bookmark Icon, point 4.1 (obsolete) Updated examples and change "hatteland-display.com" to "www.hatteland-display.com"
09	SE	09 Jan 2013	Added Trademark, Logo and copyright notice, page 2 Fixed missing entries for contents listing, page 3 Updated examples and adjusted to current designs, added Glass Display Control logo, page 5 Revised text to fit current standards, page 8 Revised Website text, page 24 Removed Name Tag, use Business Cards instead, page 26 Updated with current labels used, page 27